

AUTONOMOUS VEHICLES

TECHNOLOGY FOR THE ELDERLY



Early Adopters

The number of Americans ages 65 and older is expected to reach roughly 98 million by 2060.* This is nearly double today's population. With the aging population at an all-time high, the number of car keys being taken from persons no longer capable of driving is greater than ever. Individuals often bound by four walls and limited public transportation may regain a sense of freedom with the introduction of self-driving vehicles. No longer is the need to rely on family or friends for transporting to and from appointments, running errands, and other daily activities. The older community may often be late adopters to new technology, but autonomous vehicles may be just the exception due to the need for mobility.

* Population Reference Bureau Report, 2016



Considerations

Automakers will need to consider senior citizen budgets, comfort expectations and learning behaviors in order for the elderly community to “take the wheel” on driverless cars. Many older individuals are living on fixed incomes; therefore, autonomous vehicles will need to be a financially realistic solution. In addition, physical limitations, such as impaired vision and hearing, are common occurrences and will need to be addressed in the construction of vehicle controls and alerts. Commitment and patience should be priorities for brands when implementing training and support programs for new purchases.

With trust from seniors and dedication from automotive companies, autonomous vehicles will bridge the mobility gap of the aging population.



Message from Dataspeed's Founder & CEO, Paul Fleck

In 2000, I lost my cousin, Mary, in a devastating car accident. Her life was taken too soon when she was struck by another vehicle. Since then, I've devoted my career to preventing similar tragedies. Dataspeed is dedicated to developing reliable technology that supports innovative safety on the road. We're bringing you the future you were always promised.

Paul Fleck

Dataspeed's Involvement

Dataspeed's drive-by-wire technology has been retrofitted to several Ford Fusions that were part of Voyage's launch of self-driving cars in a retirement community. Voyage, an innovative California-based company, is determined to super-charge communities with autonomous vehicles. This deployment was designed to enhance each resident's quality of life. The initiative took place in The Villages, a 55+ California neighborhood with approximately 4,000 residents. The vehicles were developed to navigate the fairly complex roads while monitoring for possible pedestrian and golf cart crossings. For added safety in this initial deployment, an individual is behind the wheel in the event the car needs to be manually taken over. The very first rider, a blind elderly woman, stated she believes that with continuing research, she'd be apt to trust a self-driving car over most human drivers.

With the use of Dataspeed's drive-by-wire technology, Voyage was able to rapidly dispatch the first fleet of vehicles and begin improving resident's everyday lives at The Villages.



What do we do?

Dataspeed is transforming the automotive industry through highly specialized development of drive-by-wire technology. This connection allows vehicles to be controlled electronically for automated handling of the throttle, brake, steering and shifting. Dataspeed is the leader in the by-wire field, outfitting over 500 vehicles and enabling dozens of companies to begin their autonomous vehicle (AV) research and development. Dataspeed is motivated to make AV technology safe, reliable and cost-effective.

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